

## To Your Health – How Reform is Shifting the Equation from Sickness to Wellness

by Anthony Cirillo, FACHE, ABC



In the glory days of managed care, capitation was the buzzword. Receive a certain amount per person per month to take care of a population. Do it well and you make a profit. Eat up health resources and you lose money.

Well, accountable care organizations (ACO) are bringing this back into the forefront, albeit now providers are in control. The hospital down the street may receive a bundled payment for the care of a population and some of that care might be delivered by your organization. How efficiently you provide the care, the quality that you demonstrate, and the healthy outcome of the patient will all be factored in when a hospital provider chooses who might be in their ACO. So as you start to focus on health, not sickness, it may be of interest for you to know more about the Healthy People movement.

Healthy People 2010 are a set of health objectives for the nation to achieve over the first decade of the new century. It builds on initiatives started way back with [The 1979 Surgeon General's Report](#). Growing from this is "Healthy People 2020." What you may not realize is that there is an entire set of objectives built around [older adults](#).

They include:

- Reduce the proportion of older adults who have moderate to severe functional limitations
- Reduce the proportion of unpaid caregivers of older adults who report an unmet need for caregiver support services
- Increase the proportion of older adults with one or more chronic health conditions who report confidence in managing their conditions
- Reduce the proportion of non-institutionalized older adults with disabilities who have an unmet need for long-term services and supports
- Reduce the rate of pressure ulcer-related hospitalizations among older adults
- Increase the proportion of the health care workforce with geriatric certification
- Increase the number of States and Tribes that publicly report elder maltreatment and neglect
- Increase the proportion of older adults with reduced physical or cognitive function who engage in light, moderate, or vigorous leisure-time physical activities
- Reduce the rate of emergency department visits due to falls among older adults

## To Your Health – How Reform is Shifting the Equation from Sickness to Wellness

by Anthony Cirillo, FACHE, ABC

(continued)

By understanding where the government is moving, you can start anticipating unmet needs, strategize where the reimbursements will lie, and position yourself for the future. Check these objectives out and understand your place among them. Here's to your good business health in 2011.

*Anthony is a healthcare marketing and experience management expert and [expert guide in assisted living for about.com](#). He works with hospitals and long-term care facilities and is the author of *Who Moved My Dentures?* His company, Fast Forward Consulting, empowers organizations to change the healthcare experience and leverage it in their marketing. In his spare time, he entertains residents in assisted living and nursing facilities. To read more, go to [www.4wardfast.com](http://www.4wardfast.com) and [www.anthonycirillo.com](http://www.anthonycirillo.com).*